

IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) A computer-implemented system to detect outlying behavior in a network-based marketplace, the computer-implemented system comprising:
 - a processor; and
 - a medium executed by the processor, the medium including: a collection module to collect attribute information for a first plurality of sellers that includes a first seller, and store the attribute information in a storage device;
 - a computing module to compute peer information associated with a second plurality of sellers, the second plurality of sellers comprising a subset of said first plurality of sellers, the peer information computed by combining together the attribute information of the second plurality of sellers;
 - a comparison module to compare the peer information associated with the second plurality of sellers with attribute information for the first seller; and
 - a detection module to detect outlying behavior by the first seller based on the comparison.
2. (Previously Presented) The computer-implemented system of claim 1, wherein the first plurality of sellers includes sellers that have listed an item for sale, via the network-based marketplace, in a first category of items.
3. (Previously Presented) The computer-implemented system of claim 1, wherein the attribute information includes at least one of information to open a listing, information to close a listing and feedback information.

4. (Previously Presented) The computer-implemented system of claim 3, wherein the detection module is to detect at least one of a fraudulent activity and a customer segmentation activity.

5. (Previously Presented) The computer-implemented system of claim 1, wherein the attribute information includes information pertaining to a plurality of attributes.

6. (Previously Presented) The computer-implemented system of claim 5, wherein the computing module is to compute the peer information as a standard deviation and a mean.

7. (Previously Presented) The computer-implemented system of claim 1, wherein the second plurality of sellers is an average seller peer group, and the comparison module is to classify the first seller as an average seller.

8. (Previously Presented) The computer-implemented system of claim 1, wherein the second plurality of sellers is a high value peer group, and the comparison module is to classify first seller is classified as high value seller.

9. (Previously Presented) The computer-implemented system of claim 1, wherein the second plurality of sellers is associated with a first country, and the comparison module is to associate the first seller with the first country.

10. (Canceled)

11. (Previously Presented) A method to detect outlying behavior in a network-based marketplace, the method comprising:

collecting attribute information for a first plurality of sellers that includes a first seller;
storing the attribute information in a storage device;
computing peer information associated with a second plurality of sellers, the second plurality of sellers comprising a subset of said first plurality of sellers, the peer information computed by combining together the attribute information of the second plurality of sellers;
using a processor to compare the peer information that is associated with the second plurality of sellers with attribute information that is for the first seller; and
detecting outlying behavior by the first seller based on the comparison.

12. (Previously Presented) The method of claim 11, wherein the first plurality of sellers that have listed an item for sale, via the network-based marketplace, in a first category of items.

13. (Previously Presented) The method of claim 11, wherein the attribute information includes at least one of information associated with opening a listing, information associated with closing a listing and information associated with feedback.

14. (Previously Presented) The method of claim 13, wherein the detecting of outlying behavior is utilized to detect at least one of a fraudulent activity and a customer segmentation activity.

15. (Previously Presented) The method of claim 11, wherein the attribute information includes information pertaining to a plurality of attributes.

16. (Previously Presented) The method of claim 15, wherein the computing of the peer information includes computing a standard deviation and a mean.

17. (Previously Presented) The method of claim 11, wherein the second plurality of sellers is an average seller peer group and the first seller is an average seller.

18. (Previously Presented) The method of claim 11, wherein the second plurality of sellers is a high-value peer group and the first seller is classified as high value.

19. (Previously Presented) The method of claim 11, wherein the second plurality of sellers is associated with a first country, and the comparison module is to associate the first seller with the first country.

20. (Canceled)

21. (Canceled)

22. (Previously Presented) A machine readable medium storing a set of instructions that, when executed by the machine, cause the machine to:

collect attribute information for a first plurality of sellers that includes a first seller;
store the attribute information in a storage device;
compute peer information associated with a second plurality of sellers, the second plurality of sellers comprising a subset of said first plurality of sellers, the peer information computed by combining the attribute information of the second plurality of sellers;
compare the peer information that is associated with the second plurality of sellers with attribute information that is for the first seller; and
detect outlying behavior by the first seller based on the comparison.